

INVOICE



WPTV
1100 Banyan Blvd.
West Palm Beach, FL 33401
Main: (561)655-5455
Billing: (877)290-6105

Invoice #	Invoice Date	Invoice Month	Invoice Period
314265-1	10/28/12	October 2012	10/01/12 - 10/22/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Billing Address:

Waterfront Strategies
Attention: Accounts Payable
1010 Wisconsin Avenue NW - Suite 800
Washington, DC 20007

Advertiser	Product	Estimate Number
House Majority PAC	79-House Majority PAC	1810 :60

Flight Dates	Order #	Alt Order #
10/16/12 - 10/22/12	314265	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref
2	

Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/16/12	10/22/12	M-F 430-5a	430-5a	MTWTF--	1:00	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 MTWTF-- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WPTV W 10/17/12 4:54 AM M-F 430-5a 430-5a 1:00 HMPQ12105H \$500.00 NM									
2	10/16/12	10/22/12	M-F 5-6a	5-6a	MTWTF--	1:00	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 MTWTF-- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WPTV M 10/22/12 5:22 AM M-F 5-6a 5-6a 1:00 HMPQ12105H \$1,500.00 NM									
3	10/16/12	10/22/12	M-F 6-7a	6-7a	MTWTF--	1:00	1	\$5,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 MTWTF-- 1 \$5,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WPTV M 10/22/12 6:23 AM M-F 6-7a 6-7a 1:00 HMPQ12105H \$5,000.00 NM									
4	10/16/12	10/22/12	M-F 7-9a	7-9a	MTWTF--	1:00	1	\$6,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 MTWTF-- 1 \$6,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WPTV Tu 10/16/12 8:43 AM M-F 7-9a 7-9a 1:00 HMPQ12105H \$6,000.00 NM									
5	10/16/12	10/22/12	Sa 6-7a	6-7a	-----S-	1:00	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 -----S- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV Sa 10/20/12 6:40 AM Sa 6-7a 6-7a 1:00 HMPQ12105H \$1,000.00 NM									

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House Majority PAC	79-House Majority PAC	1810 :60

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/16/12	10/22/12	Sa 7-8a	7-8a	-----S-	1:00	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 -----S- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV Sa 10/20/12 7:51 AM Sa 7-8a 7-8a 1:00 HMPQ12105H \$2,000.00 NM									
10	10/16/12	10/22/12	M-F 9-10a	9-10a	MTWTF--	1:00	1	\$1,900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 MTWTF-- 1 \$1,900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WPTV M 10/22/12 9:28 AM M-F 9-10a 9-10a 1:00 HMPQ12105H \$1,900.00 NM									
11	10/16/12	10/22/12	M-F 10-11a	10-11a	MTWTF--	1:00	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 MTWTF-- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WPTV W 10/17/12 10:51 AM M-F 10-11a 10-11a 1:00 HMPQ12105H \$1,500.00 NM									
12	10/16/12	10/22/12	M-F 11-12n	11a-12p	MTWTF--	1:00	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 MTWTF-- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WPTV F 10/19/12 11:19 AM M-F 11-12n 11a-12p 1:00 HMPQ12105H \$900.00 NM									
13	10/16/12	10/22/12	M-F 12n-1p	12-1p	MTWTF--	1:00	1	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 MTWTF-- 1 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WPTV Th 10/18/12 12:54 PM M-F 12n-1p 12-1p 1:00 HMPQ12105H \$1,300.00 NM									
14	10/16/12	10/22/12	M-F 2-3p	2-3p	MTWTF--	1:00	1	\$700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 MTWTF-- 1 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV Th 10/18/12 2:38 PM M-F 2-3p 2-3p 1:00 HMPQ12105H \$700.00 NM									
15	10/16/12	10/22/12	3-4pm Jeff Probst	3-4p	MTWTF--	1:00	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 MTWTF-- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WPTV Th 10/18/12 3:34 PM 3-4pm Jeff Probst 3-4p 1:00 HMPQ12105H \$1,200.00 NM									
16	10/16/12	10/22/12	M-F 4p-5p	4-5p	MTWTF--	1:00	1	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 MTWTF-- 1 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WPTV W 10/17/12 4:37 PM M-F 4p-5p 4-5p 1:00 HMPQ12105H \$1,700.00 NM									

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House Majority PAC	79-House Majority PAC	1810 :60	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
17	10/16/12	10/22/12	M-F 5-530p	5-530p	MTWTF--	1:00	1	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 MTWTF-- 1 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WPTV M 10/22/12 5:24 PM M-F 5-530p 5-530p 1:00 HMPQ12105H \$4,000.00 NM									
18	10/16/12	10/22/12	M-F 530-6p	530-6p	MTWTF--	1:00	1	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 MTWTF-- 1 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WPTV F 10/19/12 5:41 PM M-F 530-6p 530-6p 1:00 HMPQ12105H \$4,000.00 NM									
19	10/16/12	10/22/12	M-F 6-630p	6-630p	MTWTF--	1:00	1	\$6,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 MTWTF-- 1 \$6,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WPTV Tu 10/16/12 6:09 PM M-F 6-630p 6-630p 1:00 HMPQ12105H \$6,000.00 NM									
20	10/16/12	10/22/12	M-F 630-7p	630-7p	MTWTF--	1:00	1	\$10,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 MTWTF-- 1 \$10,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV M 10/22/12 7:00 PM M-F 630-7p 630-7p 1:00 HMPQ12105H \$10,000.00 NM									
23	10/16/12	10/22/12	M-F 7-730p	7-730p	MTWTF--	1:00	1	\$2,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 MTWTF-- 1 \$2,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV Tu 10/16/12 7:12 PM M-F 7-730p 7-730p 1:00 HMPQ12105H \$2,400.00 NM									
24	10/16/12	10/22/12	M-F 730-8p	730-8p	MTWTF--	1:00	1	\$2,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 MTWTF-- 1 \$2,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WPTV Th 10/18/12 7:56 PM M-F 730-8p 730-8p 1:00 HMPQ12105H \$2,400.00 NM									
35	10/16/12	10/22/12	Su 6-7a	6-7a	-----S	1:00	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 -----S 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 10/21/12 5:59 AM Su 6-7a 6-7a 1:00 HMPQ12105H \$1,000.00 NM									

Total Spots 20 Gross Total \$55,000.00

Payment Terms 30 Days

Agency Commission \$8,250.00

Net Amount Due \$46,750.00